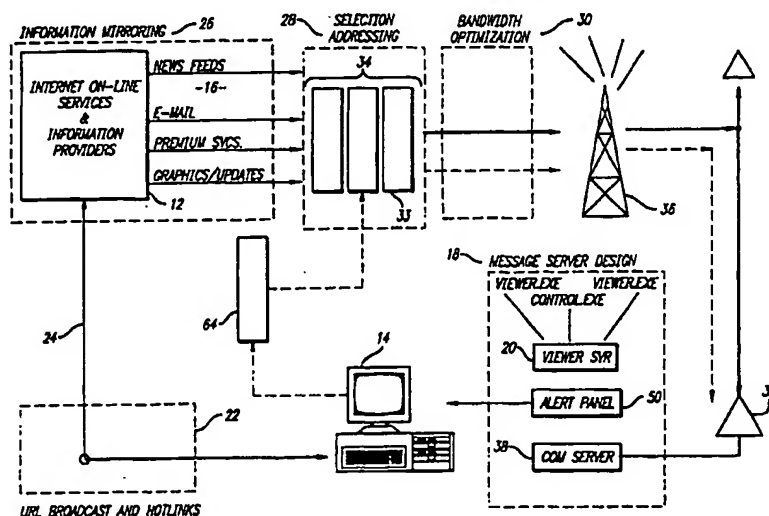




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(54) Title: SYSTEM AND METHOD FOR TRANSMISSION OF DATA



## (57) Abstract

A system and method for data communication (10) connecting on-line networks with on-line and off-line computers (14). The present system provides for broadcast of up to the minute notification centric information thereby providing an instant call to action for users who are provided with the ability to instantaneously retrieve further detailed information. The notification centric portions of information (26, 28) are wirelessly broadcast (36) to wireless receiving devices (18) which are attached to computing devices (14). Upon receipt of the information at the personal computer (14), the user is notified through different multimedia alerts that there is an incoming message. Wirelessly broadcasted URL's (22), associated with the data, are embedded in data packets and provide an automated wired or wireless connection (22) back to the information source (12) for obtaining detailed data.